

Rolling Hills Plaza Shopping Center Opens Doors Today

Health-O-Pedic Has Quality And Service

Health O Pedic Mattress company's Torrance store, 1877 W. Carson St., specializing in giving the finest in bedding at the lowest prices. Owner J. Stone stated that

there are two stores due to many requests we have received from people in this area. Serving the public with courteous service are the Health O Pedic stores; one in Redondo at 520 N. Pacific Coast Highway and the centrally located Torrance store.

Very best in quality, terms and service is what the management of the Health O Pedic Mattress company stores brings to the customer and the people of the South Bay area. Health O Pedic stores are closed Sundays.

Mayor Isen Gives 'Susie' Academy Award to Group

In an unprecedented ceremony commemorating the Grand Opening of Rolling Hills Plaza, Torrance Mayor Albert Isen gave Susie a Susie, the Rolling Hills Plaza mascot, is a friendly gentle Sicilian donkey. Susie, the statuette, proclaims Rolling Hills Plaza the winner of the Shopping Center Academy Award for Best Performance.

With that, the new \$15,000,000 shopping center was in business with a bravo. Continuous fun and frolic (plus really fabulous Grand Opening values) promise to fill the four-day Grand Opening from Thursday, March 16 through Sunday, March 19, when the stores will be open for Open House from 10 a.m. till 4 p.m. Unique in concept to begin with, with a child-care center and other family-oriented facilities, Rolling Hills Plaza has already achieved a unique distinction. To the best of our knowledge, the new shopping center is the only center in the United States which has given it self a Best Performance award, even before its doors were officially open.

Current plans call for the retention of Susie and her baby. (Susie is pregnant, and there'll be more news about the blessed event shortly.) If her first appearance at the center is a reliable criterion, it looks as if Susie will, without effort, achieve the legendary impact of Lassie and Rin Tin Tin.

As part of the Grand Opening festivities a carnival has been set up by Kemsley's Kiddieland, who will give the South Bay its first fun with a portable fun-house, as well as a roller-coaster, Flying Saucer, Helicopter Ride, Merry-go-round, Ferris wheel, Tilt-A-Whirl, and Roll-O-Plane. Discount tickets may be picked up from any one of the following merchants during the fun-filled four days: Foods Co., Dr. Arthur W. Overbey, Be-Jac's Gifts and Linens, Florence Fabrics, Beck's Little Folks, Holland-

American Quality Bakery, The Hair Stylist, The House of Chanvictor, Quality Shoes, Rolling Hills Plaza Car Wash and the Mobil Service station at the corner of Crenshaw and Pacific Coast Highway.

With "This Is The Center" as their slogan, Rolling Hills Plaza merchants seriously intend to qualify for the best Shopping Center Performance Award, should such an award actually ever come into being.

Youthful, energetic, optimistic to a man and/or woman, this group has set dual goals for the center: maximum quality at medium prices and personalized, consistent and friendly service. Offering diversified merchandise, with a united emphasis on keeping customers happy, the newly-established merchants' group intends to keep making life interesting the year around at the site.

In addition to the rides, and the already - immortal Susie, Rolling Hills Plaza will be enlivened during the four days of the opening by the presence of a Pied Piper Band. Anyone can join the band, with or without a musical instrument. The only requirement is to follow the piper from store to store.

Kedso, clown (Clarabelle in Howdy-Doody) will also be on hand as a celebrity-guest during the celebration. He will be at Rolling Hills Plaza on Saturday, March 18 at 2:30, courtesy of U.S.S. Rubber Co. and Quality Shoes.

Present at the Grand Opening ceremony were Torrance Mayor Albert Isen; City Manager, George Stevens; Secretary of the Planning Commission, George Powell; Councilmen George Vico, Nicholas Drake, Willys Blount, George Bradford, J. A. Beasley, Victor E. Benstead, as well as Chamber of Commerce representatives, William Shawger and James Harmon. On hand to greet their guests were James S. Bower and Albert Levitt, of Jefferson, Inc. the development company. Merchants present were: Les Silverstein of Quality Shoes, Mrs. Peggy McNary of the House of Chanvictor, Mrs. Laurine Beck of Beck's Little Folks; Mr. and Mrs. Bob Florence of Florence Fabrics; Mr. Jake Ogado of Be-Jac's Gifts and Linens; Dr. Arthur W. Overbey, optometrist; Mr. Palmer Briggs of the about-to-open Cabrillo Savings and Loan.



ACADEMY AWARD winner "Susie" is surrounded by dignitaries during grand opening festivities at Rolling Hills Plaza Shopping Center, Crenshaw and 101 Highway. From left, Jim S. Bower, co-developer of the center which opens today;

Richard Nevins, State Board of Equalization; Mrs. Peggy McNary, owner of House of Chanvictor in Center; "Susie," Bill Shawger, Chamber president; Mayor Albert Isen and Albert Levitt, co-developer of Rolling Hills Plaza. —Press Photo

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Susie, the statuette, is currently on display at Holland-American Quality Bakery.

Rolling Hills Plaza merchants plan to be open regularly from 9:30 to 6 Tuesdays, Wednesdays, Thursdays and Saturdays. Open nights on Mondays and Fridays till nine.

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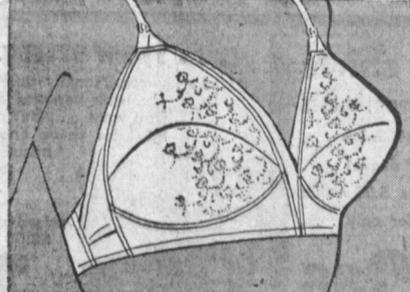
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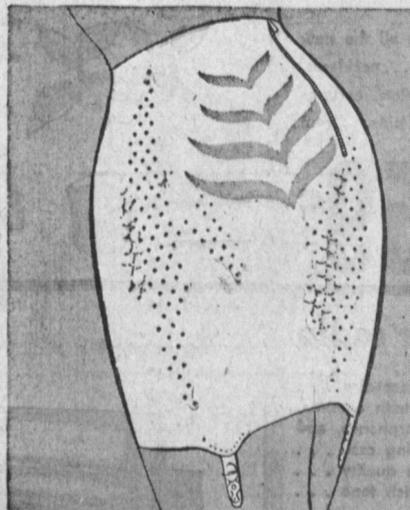
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